



## From our CEO

**Per-Olof Sverlinger, CEO and senior partner at Triathlon Consulting Group.**

*Mr Sverlinger, political and economic uncertainties still trouble decision makers. What is your view on the situation?*

– The second half of 2011 has presented a turbulent political situation along with economic uncertainties with future effects difficult to predict. Therefore, I believe that understanding signals indicating changes in these areas will be of great value for companies.

**How can Triathlon contribute to these challenges?**

– Triathlon helps companies to develop and improve across the areas of strategy, operations, and finance. With our broad industry experience, Triathlon has successfully supported numerous clients with transformations. We can help our clients be better prepared for the changes ahead. For example, we can support with reviewing financial forecast models to better account for changes and to assess customer portfolios to mitigate risks.

**Anything else that you would like to share with Triathlon's clients and business contacts?**

– Of course, I would like to thank all of our clients for the good cooperation we have experienced during this year. We foresee a challenging 2012 and expect to see several initiatives as a response to the global trends.

**Last but not least, Merry Christmas and a Happy New Year!**

## A new look for Triathlon

We are pleased to announce the launch of Triathlon's new look on the internet at [Triathlon.se](http://Triathlon.se)! In our continuous strive to deepen and expand our knowledge in relevant business areas, the new webpage reflects in more detail what Triathlon stands for and the services we offer. ■

## Strengthening sales and aftermarket

During the second half of 2011 Triathlon has continued to strengthen the sales and aftermarket know-how. An intensified work is performed in this practice to further increase our knowledge and expand our understanding of the trends in the area. ■

## Mixing gray hairs & consultants

Triathlon is continuing the cooperation with ISEA (Industry Senior Advisors). This allows for a forceful exchange of experience from senior executives in ISEA and the knowledge and delivery capabilities of our management consultancy. This cooperation creates a model for team set-ups that we see great value in for our clients. ■

## Case crunching in Lund

In October, Triathlon representatives visited Lund University to facilitate a case event. Our consultants introduced students to methods of problem solving and ways to structure and approach problems – something much appreciated by the students. ■



## Successfully attracting talent

In today's competitive global market, talent increasingly determines the success of professional service providers. As a result, attracting talent has become more vital, which has promoted recruitment as key success factor to deliver value to our clients. At Triathlon we proudly welcome our six new recruits that have been hired during the second half of 2011. ■



## Practice Area: Sales & Aftermarket

Sales & Aftermarket is a key area to achieve company objectives. Triathlon supports clients in gaining competitive advantage by unlocking the full potential of the company's Sales & Aftermarket resources.

Triathlon's core sales and aftermarket expertise can be found within three main areas:

### 1 Understand customers' needs

There is an increased challenge to reach a long term competitive advantage in today's dynamic environment.

### 2 Customize total offers and identify the right sales channels

The competitive climate with high risk of price wars requires capabilities in exploring market potential and new revenue streams. Downstream opportunities, such as extended and bundled offers, can to a large extent improve profitability.

### 3 Ensure efficient organization, processes and tools

By improving efficiency and simplifying management control, Triathlon supports clients in reaching a customer-oriented organization that fulfills their company objectives.



## Triathlon Experience: Understanding customer needs

### A recent project within the sales & aftermarket practice with the aim of improving understanding for customer needs

One of Triathlon's clients was challenged by poor customer satisfaction and declining revenue. The client wanted to reverse this negative trend and increase the customer satisfaction.

### The way we approached the situation

In order to understand how to better serve the customers we started by gaining an understanding for how the customers' needs were met today.

After mapping the current situation we continued by mapping the wanted position. The main investigation areas were what supplier behavior and offers the customers valued with regard to their needs.

With a clear view of the client's situation today and the wanted position, Triathlon developed a winning formula for how to reach it.

### What are the expected results?

After implementing a new way of working including organizational changes, new processes, changed attitudes and incentives, the management will be equipped with the right prerequisites to reach the wanted position.



## Triathlon Consulting Group

Triathlon is a management consultancy and a leading actor in Operations Improvement. We serve large, multinational, industrial clients with base in the Nordic region. We engage in long-term relationships with our clients to deliver lasting improvements across a wide range of functional areas. In our assignments we prefer to work in teams together with client personnel, in order to achieve rapid value creation.

For more information, please refer to [www.triathlon.se](http://www.triathlon.se)

### Strategy

Developing strategies and governance to reach objectives

### Operations

Improving operations by combining innovation and best practice

### Finance

Setting up business structure and control to support strategy and operations